INFORMATICA
The Data Integration Company™

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"Informatica's Executive Summit is an outstanding program. I am particularly impressed with the content – as it focuses on the key priorities and initiatives that mattered most to CIOs. It is a great forum for networking and sharing ideas with fellow CIOs and industry leaders. I'm looking forward to this year's program."
Avram Kornberg, CIO, MF Global

Is Your Data an Asset or Liability?

Technology Strategies to Facilitate Key Imperatives

This event brings together an exclusive group of executives, industry leaders and distinguished guest speakers to discuss the key role technology plays in determining whether your data drives advantage, or puts you at risk.
As leaders in your organization, you may have questions on your mind. How will my company position itself best for a revival in the new economy? What is the role of data in this revival? Is my company's data an asset or a liability? What role does technology play in defining its value?
We invite you to contribute to the dialogue. Share and discuss strategies for positioning data as your most important asset to more effectively compete in today's economy.
Register Now

Event Agenda
November 3, 2010:

- Breakfast and Informatica Executive welcome
- "Aligning Yourself for Growth Through Innovation" with Jim Carroll, *Futurist, Trends & Innovation Expert and Author*
- "Empowering the Data Centric Enterprise" with Sohaib Abbasi, *CEO & Chairman, Informatica*
- Customer Panel Discussion focusing on the challenges and opportunities that organizations face as they look to unlock the value of their data. Joining us are:
  - Timothy Leonard, CTO, Vice President, Information Technology, U.S. Xpress, Inc
  - Charles H. Bloodworth III, MD&D Architecture, Global Data Management and Business Intelligence Group, Johnson & Johnson Health Care Systems
  - Michael Davis, Senior Information Architect, Foster's Group Limited
- Lunch
- EMC Session: "Managing Data Growth in the 21st Century: Leveraging Virtualization & Cloud Technology" with Tony Pagliarulo, *Vice President, Service Delivery, EMC Corporation*
- Accenture Session: "High Performance Data Management: Building A Strategy to Maximize Business Value" with David J. Pierce, *Senior Executive*, and Lascelles Forrester, *Senior Manager,* Accenture Information Management Services
- Break
- HP Session
- Closing Remarks
- Cocktail Networking and Dinner

November 4, 2010:
All Attendees have the opportunity to participate in one of the following events:

- Private Tour of the Library of Congress
- Golf at Lake Presidential Golf Club

Register Now